

ABSTRACT

There is provided a computerized method and system for providing interactive advertisement. A method according to an embodiment of the invention comprising the following stages: providing a repertoire of incentives; providing a gateway and at least two mini-sites, each including promotional content associated with at least one incentive from among the repertoire of incentives; dynamically monitoring at least consumer's activities in respect of selected promotional content in at least one of the mini-sites and providing a rank, and depending upon at least the rank, selectively associating at least one incentive with promotional content.